

Is An Investment Advisory Account Right For Me?

There are different ways you can get help with your investments. You should carefully consider which types of accounts and services are right for you.

We are an investment adviser, registered with the SEC, and provide advisory accounts and services. This document gives you a summary of the types of services we provide and how you pay. Services and fees differ and it is important for you to understand the differences. Please ask us for more information.

What investment services and advice can you provide me?

- We offer a variety of advisory services which include financial planning, consulting and investment management to individuals, trusts, estates, charitable organizations, corporations, retirement plans and other entities.
- If you open an advisory account, you will pay an on-going **asset-based fee** at the end of each quarter for our services, based on the average daily balance of the cash and investments in your advisory account.
- We offer you advice on a regular basis. We will discuss your investment goals, design with you a strategy to achieve your investment goals, and regularly monitor your account. We will contact you at least yearly to discuss your account.
- Opening an account with us allows us to buy and sell investments in your account without asking you in advance (a **"discretionary account"**) based on the overall portfolio allocation you and your advisor decide on.
- Financial planning relationships are also offered, where you will be a **flat financial planning fee** for our services.
- We do not impose a minimum portfolio value for starting and maintaining an investment management, Retirement Plan Consulting or Financial Planning relationship. The Investment Only choice-based fee minimum is \$1,000. For a stand-alone or initial financial planning relationship, minimum fee of \$1,250 for Basic services and a minimum fee \$2,250 for Advanced services is generally imposed.

What are your legal obligations to me when acting as my investment advisor? How else does your firm make money and what conflicts of interest do you have?

- We are held to a fiduciary standard that covers our entire investment advisory relationship with you. For example, we are required to monitor your portfolio, investment strategy and investments on an ongoing basis.
- When we act as your investment advisor, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interest. You should understand and ask us about these conflicts because they can affect the investment advice we provide you.
- Our interests can conflict with your interests. We must eliminate these conflicts or tell you about them in a way you can understand, so you can decide whether to agree to them.
- Some financial professionals at this firm are also registered representatives of an unaffiliated broker dealer and/or licensed life insurance agents. In this capacity, these individuals can receive commissions because of NLFP's recommendations.

What fees will I pay? How do financial professionals make money?

- The amount paid to our firm and your financial professional generally does not vary based on the type of investments we select on your behalf.

We have a fee schedule that has different fees for different services which is detailed in our [ADV Brochure](#).

- Some investments are charged a transaction fee when we buy and them for you. There are also fees paid to a broker dealer that hold your assets.
- We have an incentive to increase the assets in your account to increase our fees. You pay our fee even if you do not buy or sell.
- You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and cost you are paying.
- Some of our firm's financial professionals are registered representatives of an unaffiliated broker-dealer, and they may offer you brokerage services through the unaffiliated broker-dealer. Brokerage and advisory services are different, and the fees our firm and the broker-dealer charge for those services are different. Registered representatives charge a transaction-based commission each time they buy or sell a security in a brokerage account. As a result, they have an incentive to trade as much as possible to increase their commission.
- You can receive advice in either type of account, buy you may prefer paying
 - A **transaction-based fee** from a cost perspective if you do not trade often or if you plan to buy and hold investments for longer periods of time.
 - An **asset-based fee** if you want continuing advice or want someone to make investment decisions for you, even though it may cost more.

Do you or your financial professionals have legal or disciplinary history?

- No. We do not have any legal or disciplinary history, nor do the financial professionals affiliated with us.
- Additional research on firms and financial professionals can be found at www.investor.gov/CRS or at <https://adviserinfo.sec.gov/>.

Who is my primary contact person? Is he or she a representative of an investment advisor or broker dealer? Who can I talk to if I have concerns about how this person is treating me?

- Your financial advisor is your primary contact person. <https://adviserinfo.sec.gov/> and www.brokercheck.org will tell you if that person is a registered representative in addition to an investment advisor representative.
- Additional concerns should be brought to Bryce Carey at bryce@northlandingfp.com or 585-497-5009.

Conversation Starters

- **Given my financial situation, why should I choose an advisory account? Why or Why not?**
- **Help me understand how these fees and cost might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?**
- **How will you choose investments to recommend for my account?**
- **What is your relevant experience, including your license, education and other qualifications? What do those qualifications mean?**
- **How might your conflicts of interest affect me, and how will you address them?**